

Smoke-free Communities

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Emotions, Politics, and Addiction



The Toll of Tobacco in Kentucky

- ▶ **25% of adults and 26% of youth smoke in Kentucky**
- ▶ **7,800 Kentuckians die every year due to firsthand smoking**
- ▶ **Secondhand smoke is responsible for 950 deaths in Kentucky every year.**
- ▶ **\$1.50 billion spent annually on treating sick smokers in Kentucky**
 - **\$487 million of which is covered by state Medicaid program**

Tobacco and Rural Kentucky



Say No to Higher Cigarette Taxes!

Email or Call Your Legislators Today
at stoptheFETincrease.com
or 1-866-527-4494.

Your legislators are:
Rep. Albert Benjamin Chandler, III
Sen. Mitch McConnell
Sen. Jim Bunning

P.O. Box 178320
Denver, CO 80217-6020

65-43
Marian J. Davis
1208 McKee Rd.
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Strength of Smoke-free Laws and Regulations in Kentucky Communities



As of March, 2010, 30.4% of Kentuckians are protected by comprehensive smoke-free workplace laws or regulations.*

Notes:

- SF=Smoke-free
- Radcliff's ordinance is scheduled for implementation in April 2010.
- Bardstown and Glasgow's ordinances are scheduled for implementation in June 2010.
- Hardin County ordinance only covers unincorporated areas of the county.

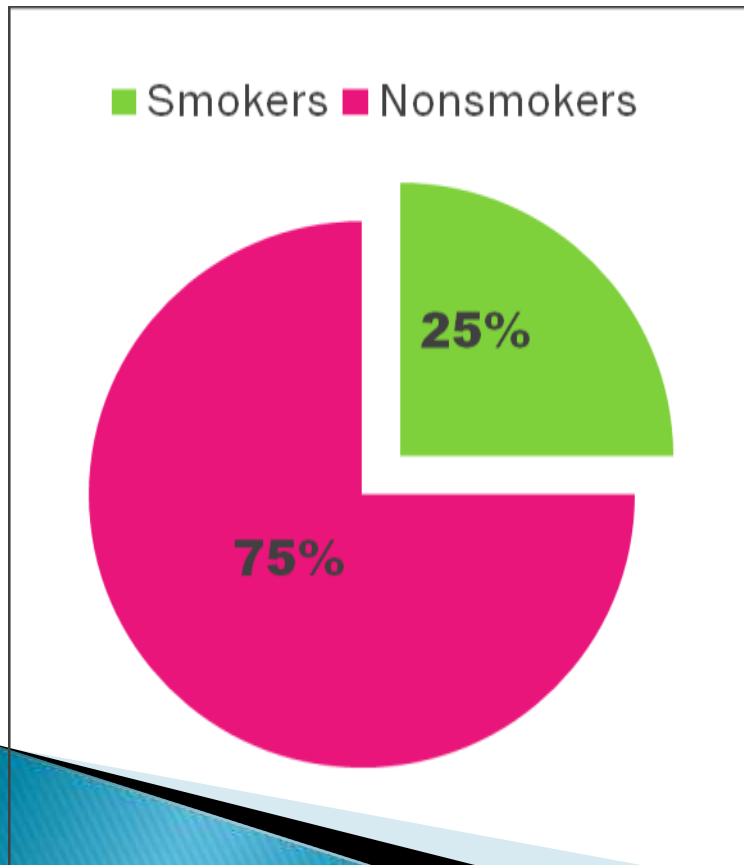
Legend

- SF Workplaces and Enclosed Public Places
- SF Enclosed Public Places
- SF with Significant Exemptions
- No SF Policy
- ▨ Board of Health Regulation

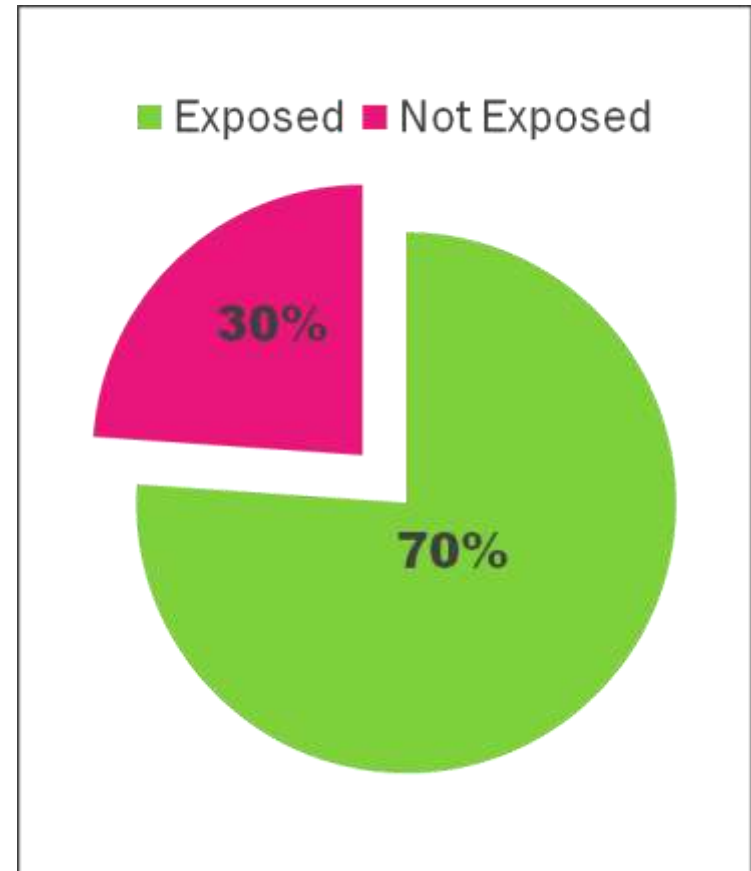
*Source: Percent of the Kentucky population covered by 100% smoke-free workplace laws. University of Kentucky College of Nursing, Lexington, KY; March 2010

How Many Kentuckians are Exposed to First & Secondhand Smoke?

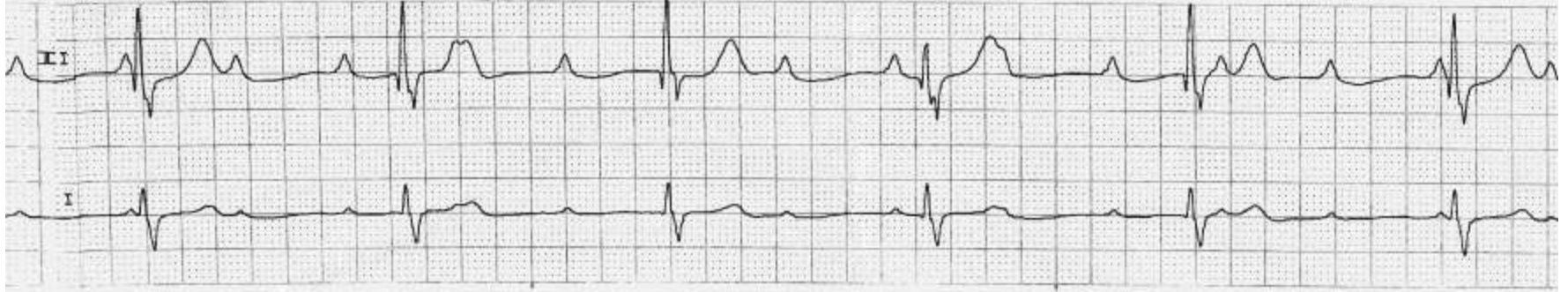
Most (75%) do NOT smoke cigarettes.



BUT, most (70%) ARE exposed to secondhand smoke.

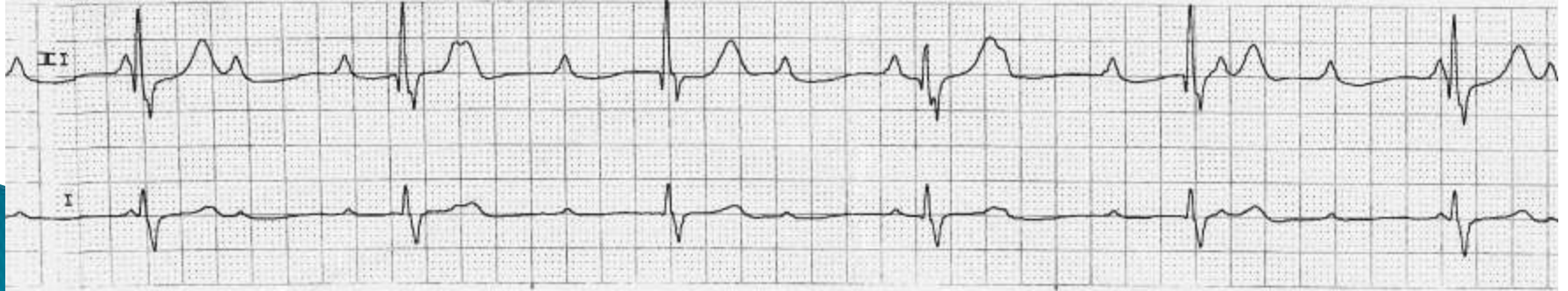


NBP 96/44 (66) mmHg @ 04-22 RR 14



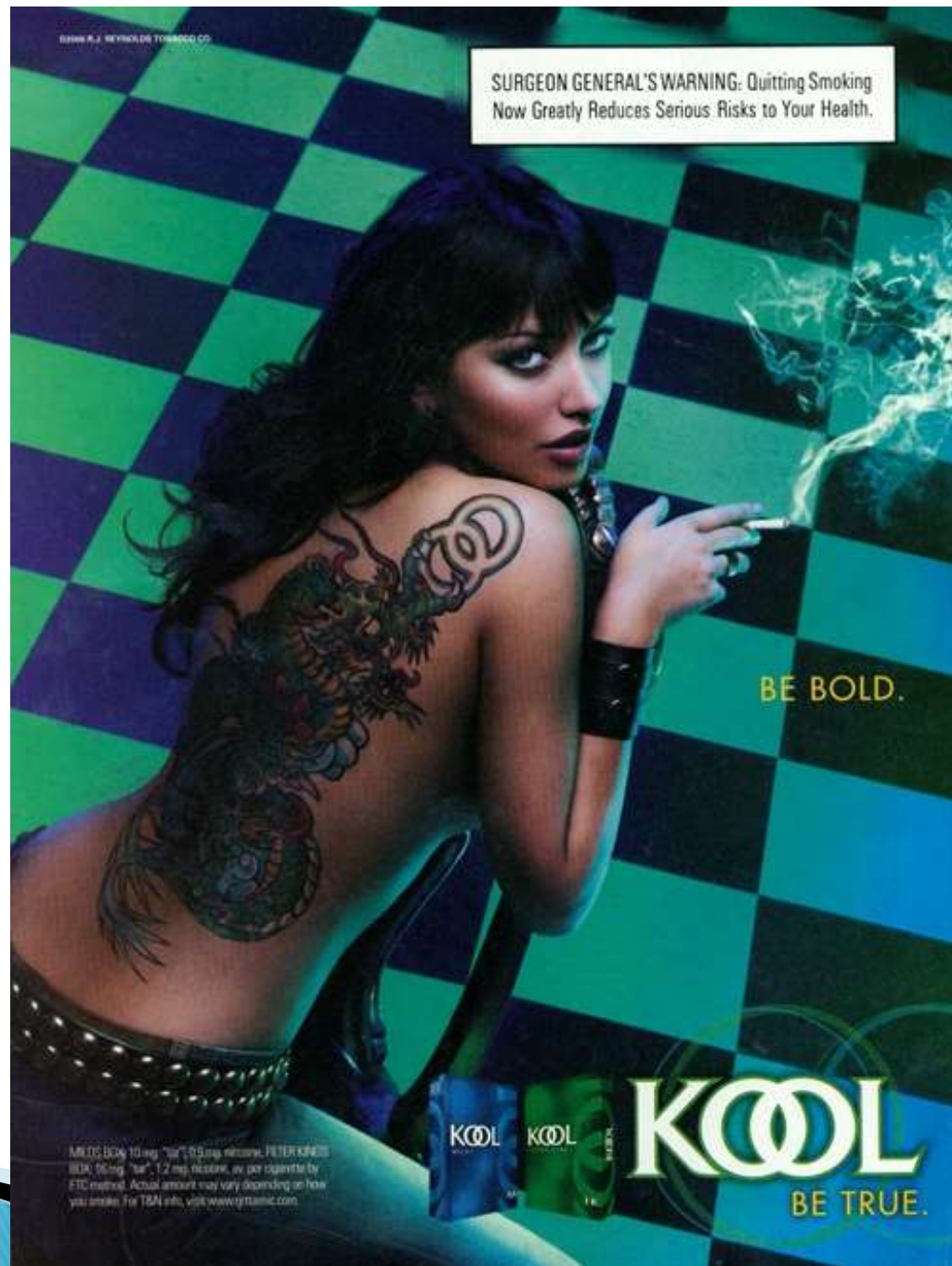
In April 2004, the Centers for Disease Control and Prevention issued a warning that all patients with heart disease should avoid exposure to secondhand smoke.

NBP 96/44 (66) mmHg @ 04-22 RR 14



Anti- Health Groups in Kentucky





GQ, August and
April 2006; *Sports
Illustrated*,
February 17,
2006.

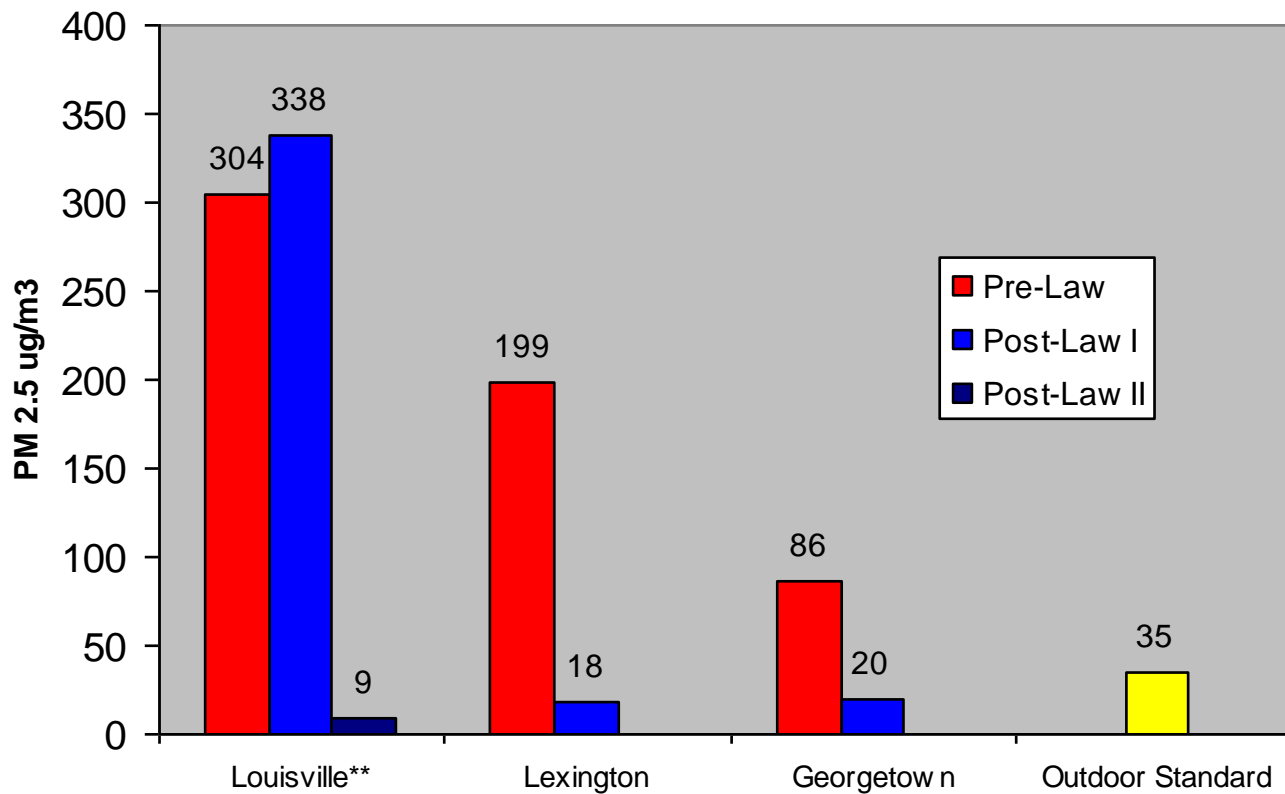
Courtesy of
trinketsandtrash.org

Building Support for a Statewide Smoke-free Law ONE COMMUNITY AT A TIME

- ▶ Local Control prompts Local Debate and Educates the Community
- ▶ Local Control produces Meaningful Policy Change and enforcement.
- ▶ Local Control is More Effective than a Weak State Law with Preemption
- ▶ When we are ready for a statewide law, it should be comprehensive – cover 100% of workplaces and still allow for stronger local action



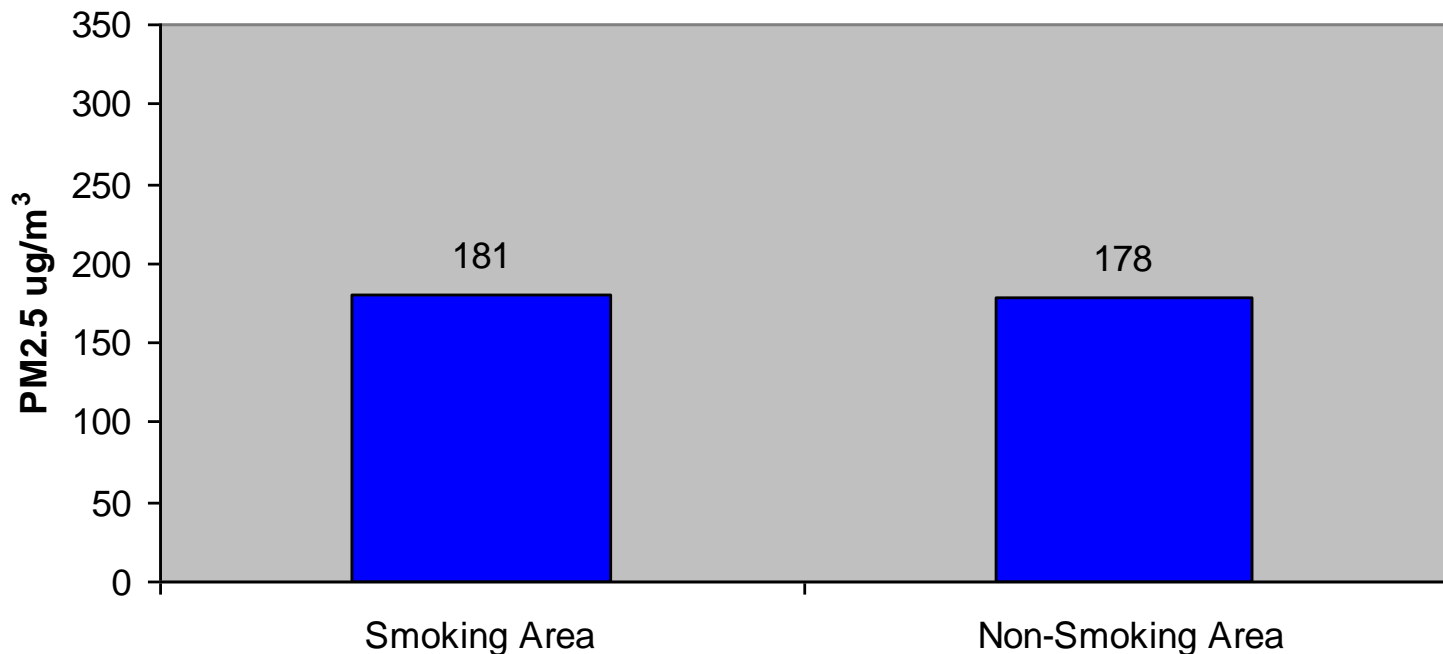
Air Quality Improves After Comprehensive Smoke-free Laws



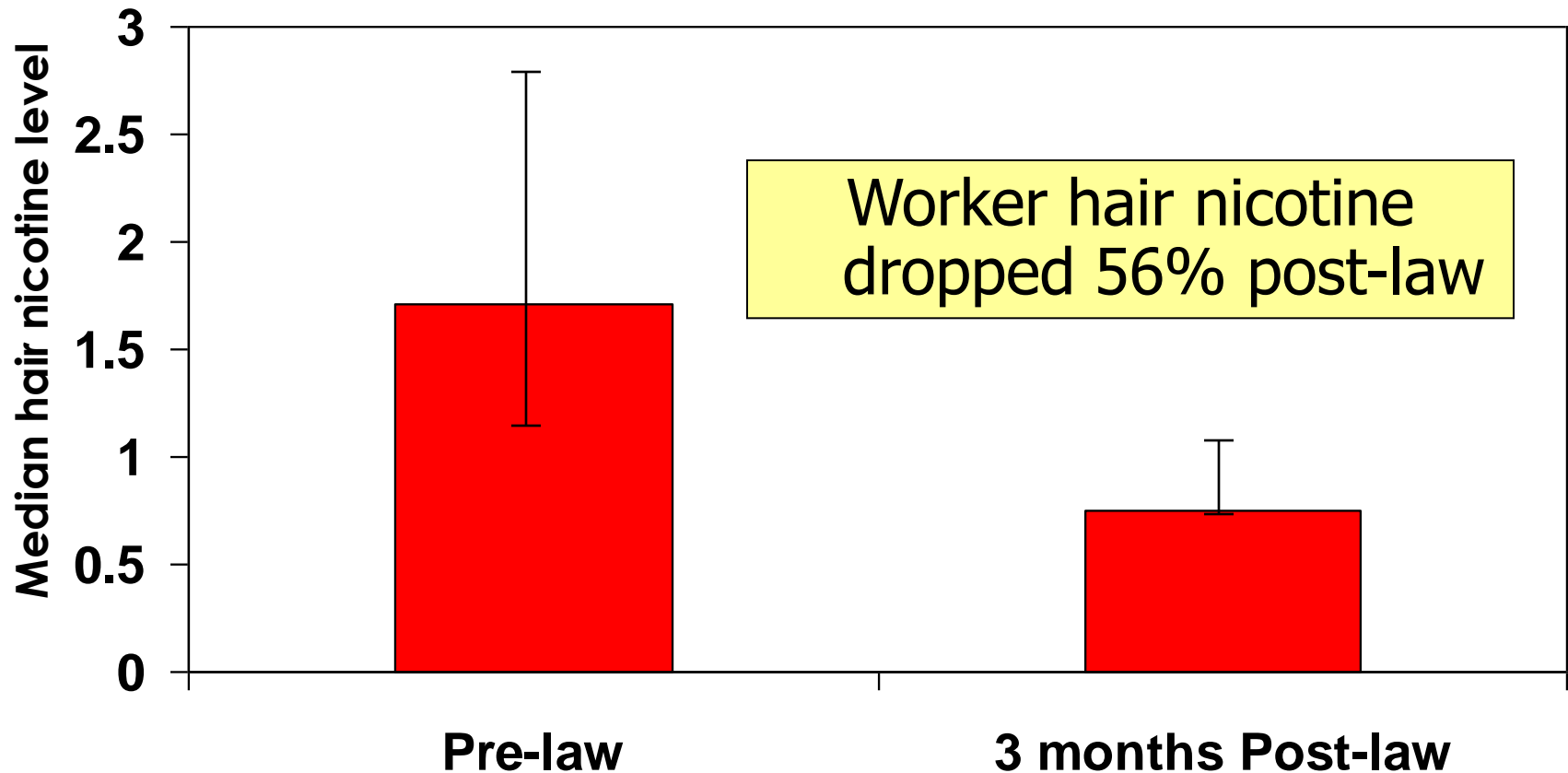
The National Ambient Air Quality Standard of PM_{2.5} is 35 $\mu\text{g}/\text{m}^3$ for 24 hours.
There is currently no indoor air quality standard.

Air Pollution is Dangerously High, Even in Enclosed Non-smoking Areas

Average Fine Air Particle Pollution in One Louisville Venue with a Smoking and Non-Smoking Area, 2006

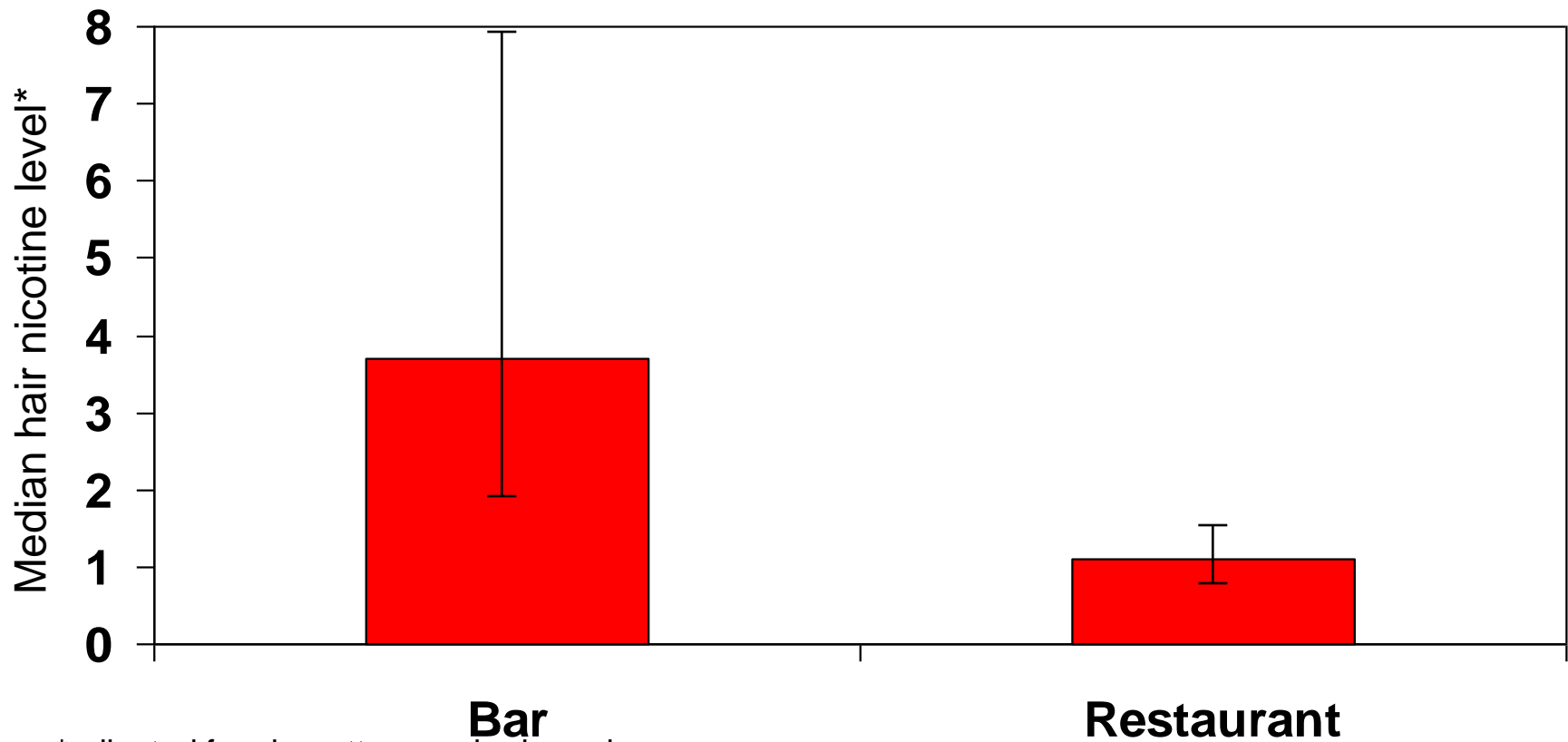


Workers are Immediately Protected



Hahn, E.J., Rayens, M.K., York, N., Okoli, C.T.C., Zhang, M., Dignan, M., Al-Delaimy, W.K. (2006). Effects of a smoke-free law on hair nicotine and respiratory symptoms of restaurant and bar workers. *Journal of Occupational and Environmental Medicine*, 48(9), 906-913

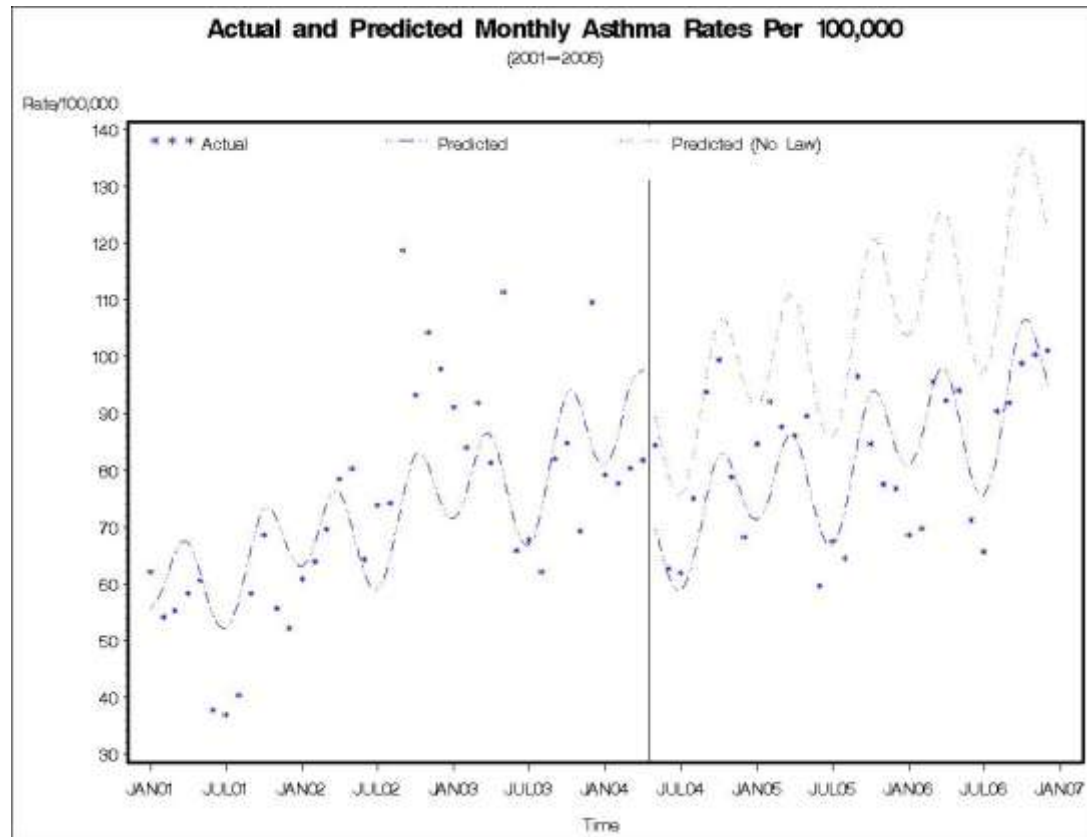
Bar Workers Benefited the Most from Lexington's Smoke-free Law



*adjusted for cigarettes smoked per day

Average decrease in hair nicotine, post-law

22% Decline in Emergency Department Visits for Asthma in Lexington–Fayette County



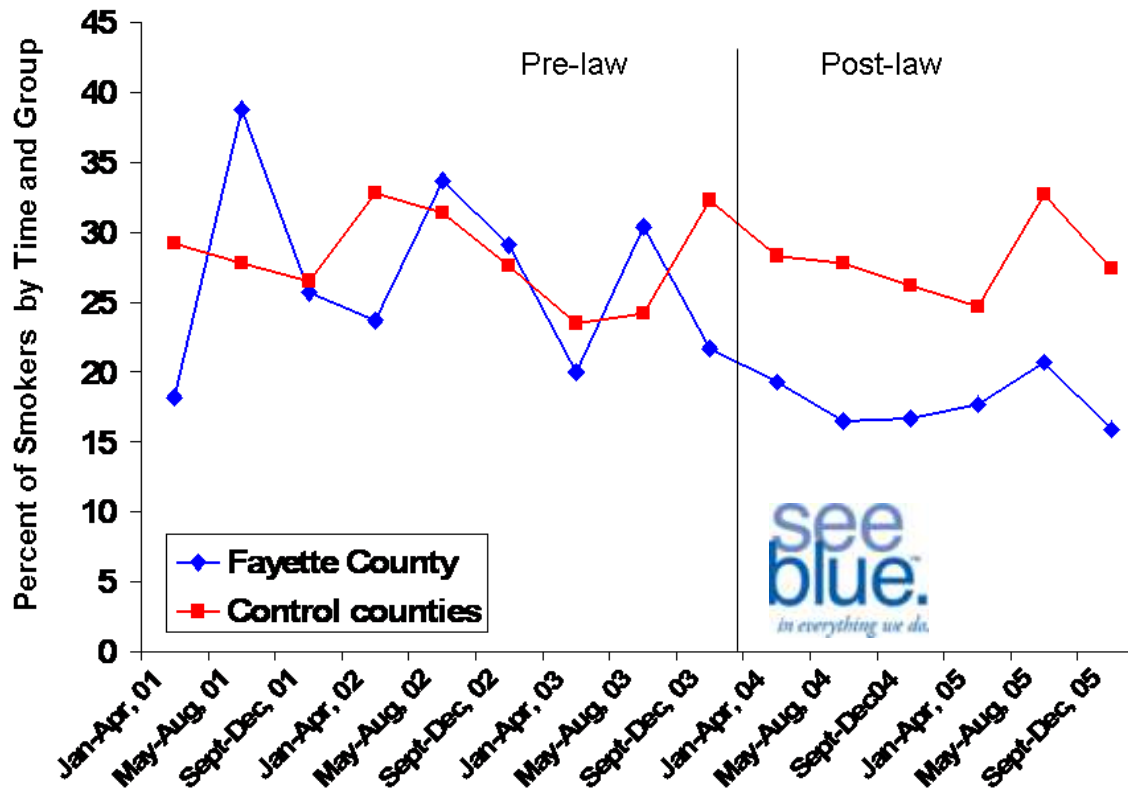
Rayens, M.K., Burkhart, P.V., Zhang, M., Lee, S., Moser, D.K., Mannino, D., Hahn, E.J. (2008). Reduction in asthma-related emergency department visits after implementation of a smoke-free law. *Journal of Allergy and Clinical Immunology*. DOI:10.1016/j.jaci.2008.06.029.

Smoke-free Laws Help Smokers Quit

- Smoke-free laws may have a delayed effect on cessation among adults.
 - ▣ The longer a smoke-free law is in effect, the more likely adults attempt to quit smoking and become former smokers.

Hahn, EJ, Rayens, MK, Langley, RE, Darville, A, Dignan, M. (2009). Time since smoke-free law and smoking cessation behaviors. *Nicotine & Tobacco Research*. doi: 10.1093/ntr/ntp086

32% Reduction in Adult Smoking after Lexington's Smoke-free Law



Hahn, E.J., Rayens, M.K., Butler, K.M., Zhang, M., Durbin, E., and Steinke, D. (2008). Smoke-free laws and adult smoking prevalence. *Preventive Medicine*, 47: 206–209.

Smoke-free Laws Do Not Harm Business

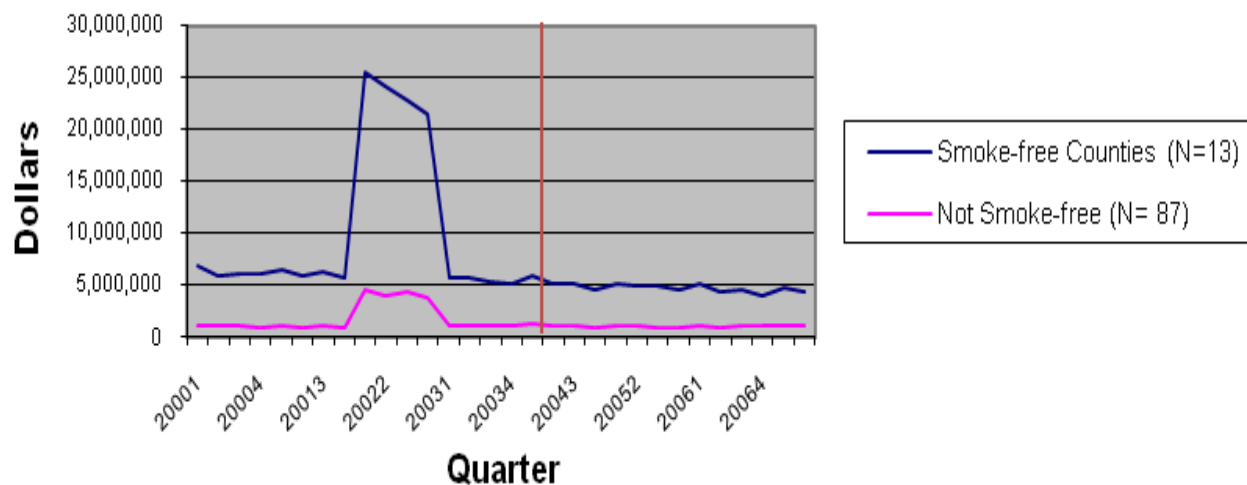
- An average of 400 additional restaurant employees per month (3% of total restaurant employment)
- Bar employment stable
- No change in business openings or closings



Pyles, M, Mullineaux, DJ, Okoli, CTC, Hahn, EJ. (2007). Economic impact of a smoke-free law in a tobacco-growing community. *Tobacco Control*, 16(1).

Smoke-free Laws Have No Effect on Bingo Revenues in Kentucky

Chart 1: Total Revenues from Charitable Gaming by Existence of Smoke-free Ordinance, Quarterly Averages, 2000-2007



Red vertical line indicates first smoke-free law in Kentucky

Smoke-free Laws Do Not Affect Employee Turnover

- ▶ No overall relationship between smoke-free laws and employee turnover.
- ▶ Small annual increase in training costs, if any.



Thompson, E., Hahn, E.J., Blomquist, G., Garen, J., Mullineaux, D., Ogunro, N., Rayens, M.K. (2008). Smoke-free laws and employee turnover. Contemporary Economic Policy, 26(3):351-359.

Kentuckians Like Smoke-free!

- In Lexington, there was a significant increase in public support for the smoke-free law, from 56% before the law to 63% six months after it took effect in April 2004.
- Most Kentucky residents (60%) living in urban and rural communities favor local smoke-free laws.

Rayens MK, Hahn EJ, Langley RE, Hedgecock S, Butler KM, Greathouse-Maggio L. Public opinion and smoke-free laws. *Policy Polit Nurs Pract.* Nov 2007;8(4):262-270.

Rayens MK, Hahn EJ, Langley RE, Zhang M. Public support for smoke-free laws in rural communities. *Am J Prev Med.* Jun 2008;34(6):519-522.

Smoke-free Laws: A Public Health Vaccine

- Immediate and significant improvements in indoor air pollution.
- Immediate improvements in worker health
- Fewer heart attacks
- Fewer ED visits for asthma
- Fewer children start to smoke
- Fewer people smoke cigarettes
 - The longer the law is in place, the higher the quit rates.
- No economic harm
 - Bar employment stable
 - Bingo revenues unchanged

How to Make it Happen: Best Practice in Smoke-free Policy Development?

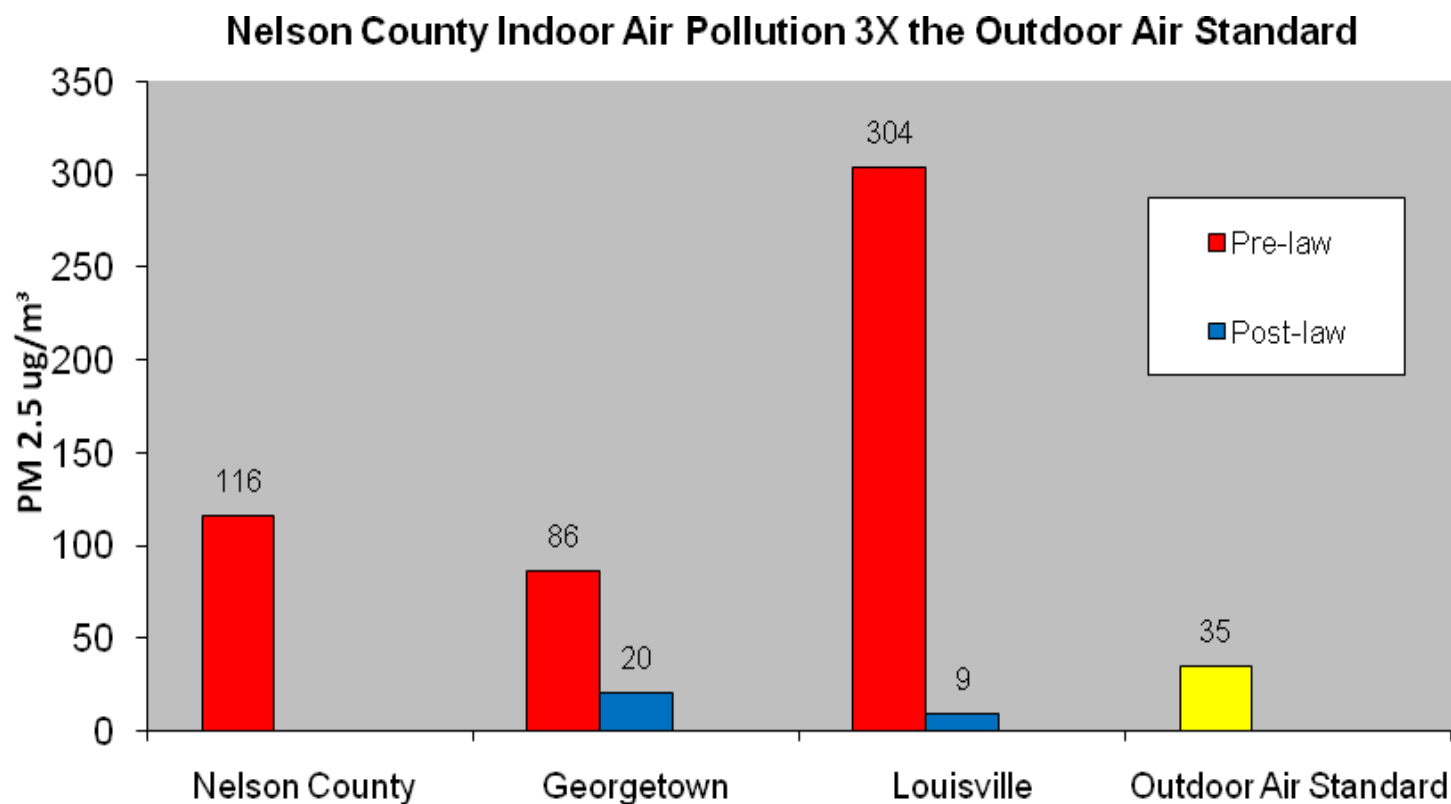
- ▶ Three pronged approach:
 - Translate and disseminate science in ways the public and policymakers can understand.
 - Build capacity for smoke-free policy so that there is a critical mass of advocates and organizations and adequate resources supporting the effort.
 - Build demand for smoke-free policy so that momentum creates a tipping point.



Translation & Dissemination of Science

- ▶ Air Quality Studies
- ▶ Public Opinion Studies
- ▶ Policymaker Assessments
- ▶ Smoke-free Toolkit
- ▶ One-pagers
- ▶ *Secondhand Smoke and Smoke-free Policy*, a booklet designed for policymakers

The Power of Local Data



The National Ambient Air Quality Standard of PM 2.5 $\mu\text{g}/\text{m}^3$ for 24 hours. There is currently no indoor air quality standard.

Building Capacity

- ▶ Coalition Building
- ▶ Building Organizational Capacity

Support Smoke-free Air for All Workers

smokefreenelsoncounty@yahoo.com

- ▶ Basic Legal Information
- ▶ Growing Legislative Champions
- ▶ Comfort with the policymaking process
 - Identifying who can advocate and who can lobby

Building Demand

- ▶ Build on the existing community infrastructure
- ▶ Media advocacy
- ▶ Advocacy: grassroots and grasstops
- ▶ Branding a smoke-free campaign





Welcome to our Tobacco-Free Campus




A healthy place to live, work and learn

Voluntary Tobacco-free Policy Change

Why Designated Outdoor Smoking Areas are Not Enough

- ▶ Simple separation of smokers within the same airspace does not eliminate exposure to OTS.
 - OTS detected at up to 6 ft away from ONE active smoker.
 - With 2–3 active smokers, 20 ft. recommended
- ▶ Providing a space to smoke does not encourage quitting or provide a healthier environment.
- ▶ Building and maintaining smoking huts sends a message of approval for smoking.

Best Practice in Tobacco-free HealthCare/University Policy Change

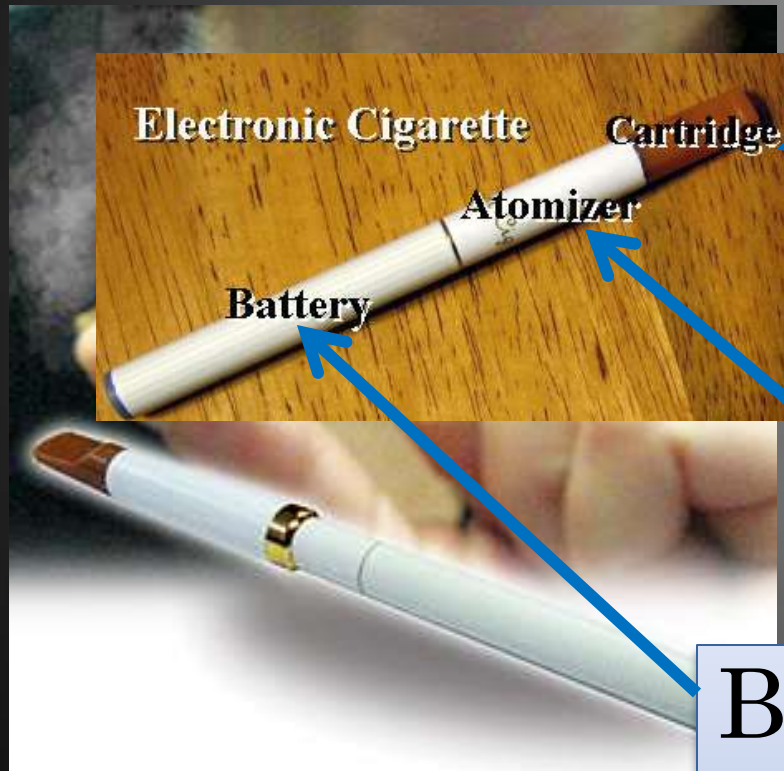
- ▶ Get administrative support
 - Lead on public health matters; don't poll
 - ▶ Planned, deliberate planning, implementation, and evaluation approach
 - ▶ Take time to create buy-in
 - 9–12 months planning phase prior to implementation
 - ▶ Get the right people around the table
 - ▶ Sustain a tobacco-free infrastructure beyond implementation
- 

The 3 **T**s of Tobacco-free Policy Implementation



- ▶ **TELL** about the policy via good signage and integrated communication
- ▶ **Treat** tobacco users by providing free NRT and a wide menu of counseling/behavioral support
- ▶ **Train** supervisory personnel in firm yet compassionate scripting in handling violators

Emerging Trends: E-cigarettes



Cartridge
contains a liquid
with nicotine

designed to look

Inhaling activates
the atomizer, which
produces a vapor.

Battery
device to vaporize the
liquid

E-cigarettes are currently not included in many smoke-free policies.

Smoke-free laws need to explicitly include e-cigarettes.



NO SMOKING TOBACCO

The use of Electronic Cigarettes is legal and permitted in areas where traditional smoking is prohibited.

<http://www.TrueVapor.com>

To learn more and to order Electronic Cigarettes, supplies and more!

Emerging Trends: Snus Products



For More Information

Kentucky Center for Smoke-free Policy

www.mc.uky.edu

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